



Training: ARO Affirmative Fair Housing Marketing and Tenant Screening Plan Rules

AFFORDABLE REQUIREMENTS ORDINANCE (ARO)

December 17th, 2024



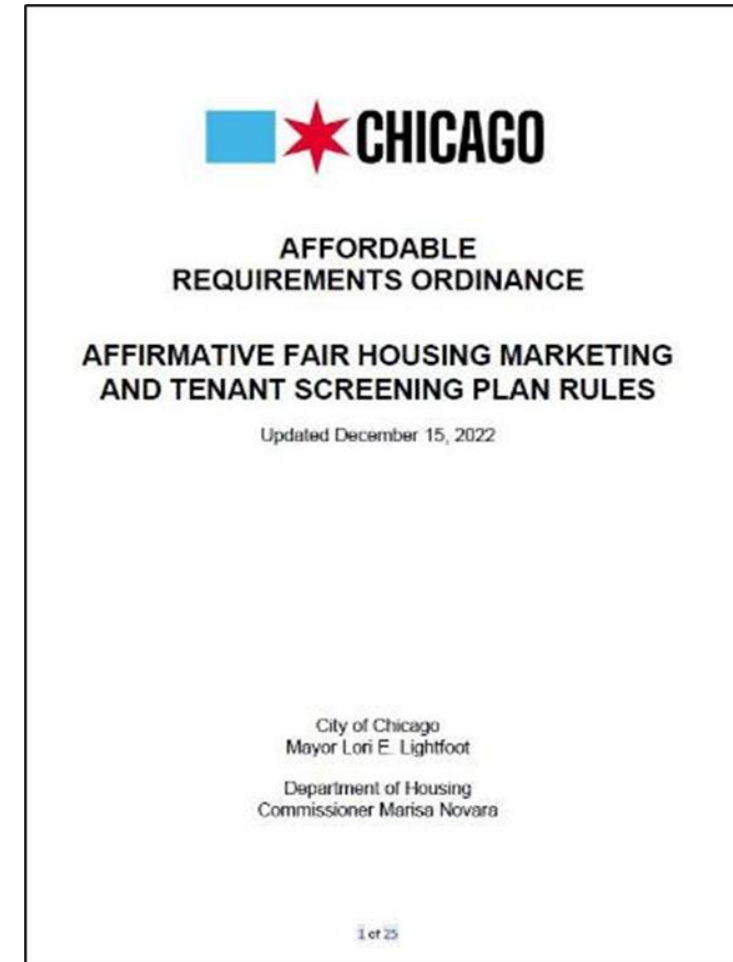
Agenda

- 1) Review Highlights in the ARO Affirmative Fair Housing Marketing and Tenant Screening Plan Rules
- 2) Update on 3 Preferential Policies: Veterans Preference Ordinance, Type A Accessible, and Family-Size for Multi-Person Households
- 3) How to Develop Exhibit A: Affirmative Fair Housing Marketing Plan
- 4) Review Marketing Plan Advertising Examples
- 5) Q&A

ARO Affirmative Fair Housing Marketing and Tenant Screening Plan Rules



- The [ARO Affirmative Fair Housing Marketing and Tenant Screening Plan Rules](#) has been in effect since December 9, 2022
- Purpose: [promote fair housing](#) to single and family households regardless of race, color, sex, gender identity, age, religion, disability, national origin, ancestry, sexual orientation, marital status, parental status, military status, and source of income.
- [Applies](#) to new lease up and existing ARO buildings



[ARO Affirmative Fair Housing Marketing and Tenant Screening Plan Rules](#)

ARO Affirmative Fair Housing Marketing and Tenant Screening Plan Rules



Developers, property managers, and leasing agents must:

- Follow the tenant screening criteria rules and policies
- Create a Marketing Plan in **Exhibit A: Affirmative Fair Housing Marketing Plan**



Tenant Screening Criteria and Procedures

2.2 Fees

- Leasing agents may **not** charge application fees **other than a reasonable credit report fee**
- Leasing agents may **not** require fees or deposits for affordable units that are **not applied to market-rate unit applicants**
- Leasing agents may **not** charge move-in fees to applicants for affordable units that will **not be refundable or credited to the first month's rent**
- Leasing agents may **not** require move-in fees or security deposits amounting to more than 30% of the monthly rent of the unit to be occupied by the applicant for an affordable unit



Tenant Screening Criteria and Procedures

ARO Preferential Policies

- Family-Size Preference Policy
 - Existing since December 2022
- Type A Accessible Unit Preference Policy
 - Existing since December 2022
- Veterans Preference Ordinance
 - New, adopted by City Council on April 17, 2024
 - Goes into effect January 1, 2025
 - Only applies to residential buildings subject to 2021 ARO



Tenant Screening Criteria and Procedures

2.4 Family-Size Unit Preference Policy

- Property owners must give preference in leasing units of **two (2) bedrooms or more to qualifying multi-person households**, as detailed below.
- These units will be available to qualifying multi-person households for a **6-week period** following the start of general marketing and outreach, or upon new vacancy, on a **first-come, first-served basis**.
- Following the 6-week period, these units can be offered to any otherwise qualified household regardless of size.

2 Bedroom: 2 – 4 residents

3 Bedroom: 3 – 6 residents

4 + Bedroom: 5+ residents



Tenant Screening Criteria and Procedures

2.5 Accessible Unit Considerations

2.5.1 Accessible Unit Preference Policy

- Developers must give preference in leasing at least **10% of the total affordable accessible units** to people with disabilities.
- These accessible units are subject to a separate **6-week marketing and outreach period** prior to the start of the general marketing and leasing period.
- Applicants in need of an available accessible unit will be evaluated and offered the unit on a **first-come, first-served basis** for the separate **6-week marketing period**.



Tenant Screening Criteria and Procedures

2.5.1 Accessible Unit Preference Policy

- If 10% of the total affordable accessible units are filled during this 6-week period, this does not trigger an additional percentage beyond the minimum 10% requirement.
- If a unit subject to the accessibility preference policy is also a family-sized unit, an applicant household must meet the requirements of both preference policies in order to satisfy this section.
- If an accessible unit is offered to and accepted by an applicant who does not require accessibility features, that tenant will be required to transfer to a comparable non-accessible unit within the building if a future tenant or applicant requires an accessible unit.



Tenant Screening Criteria and Procedures

2.5.2 Applying for Accessible Unit

- If a person's disability is obvious, or otherwise known to the leasing agent, and if the need for the requested accommodation is also readily apparent or known, then the landlord may not request any additional information about the requester's disability or the disability-related need for the accommodation.
- If the requester's disability is known or readily apparent to the provider, but the need for the accommodation is not readily apparent or known, the landlord may request information that is necessary to evaluate the disability-related need for the accommodation.



Tenant Screening Criteria and Procedures

2.5.3 Accessible Unit Documentation

- Applicants that are requesting accessible units may be asked to provide verification of a disability issued by a doctor, medical professional, a non-medical service agency, a peer support group, a community-based organization, or a reliable third party.
- Proof of disability may also be established by documents from the following sources:
 - Illinois Person with a Disability Identification from the Secretary of State's Office
 - Proof of Social Security Disability Insurance
 - Credible statement by the individual

Tenant Screening Criteria and Procedures



2.5.4 Reasonable Accommodations and Modifications

- If an applicant requests a physical change to the affordable unit, they must submit **Exhibit B** for the Reasonable Accommodations and Modifications Request Form.

Exhibit B: Reasonable Accommodation and Modifications Request Form

Housing providers are required by law to respond to requests for reasonable accommodations and modifications to assist persons with disabilities in accessing and securing housing. Housing providers should encourage tenants to submit a request form when requesting a reasonable accommodation and modification.

Reasonable Accommodation and Modifications Request Form

Please complete and submit this form to the property manager of the subject property for which you are applying to for an affordable unit if you need additional time to complete the application or require a reasonable accommodation. Accommodation requests must be submitted to the property manager at least 3 business days prior to the application closing date.

Notice of Right to Reasonable Accommodation

If you have a disability and need one of the following to provide you equal access to housing:

- A change in a policy,
- A change in a communication or how you receive information, or
- A physical change to the unit for which you are applying.

You may ask for a reasonable accommodation by submitting this form to the leasing agent.

Date of request: _____

Applicant Contact:

Name: _____

Phone Number: _____

Email: _____

Affordable Unit that you are applying for (include building address and unit #):

Check reason for Accommodation Request:

_____ Need additional time to complete the application

_____ Need a physical change in the unit (please check needed accommodation(s):

_____ Addition of grab bars for bath/shower or toilet

_____ Removal of a kitchen or bathroom sink base cabinet

_____ Lowering of bottom shelves in kitchen wall cabinets

_____ Adding a side-by-side washer and dryer inside the dwelling unit

_____ Modification of the fire alarm system to accommodate visual impairment

_____ Modification of the fire alarm system to accommodate hearing impairment



NEW - ARO Veterans Preference

Veterans Preference Ordinance

- In effect starting January 1, 2025
- Only applies to residential buildings subject to 2021 ARO
- Must allocate **10% of the total number of ARO affordable units to Veterans** for a **30-day period** following the opening of resident applications
 - Example for New Lease Up: If 22 Affordable Units in building = 2 ARO units for Veterans Preference
- Mandated minimum period during which developers must actively market and reserve affordable units for Veterans



NEW - ARO Veterans Preference

Veterans Preference Ordinance

- Veteran means a person who has served in the United States armed forces and was discharged or separated other than dishonorable conditions
- **Forms of ID**
 - Forms showing if continuing member of service
 - DD 214 Form that verifies Veteran status (proof of military service), also known as Report of Separation
 - Any type of National ID Form Issued



Implementation – 3 Preference Policies

- If 2021 ARO building, all 3 Preference Policies can run concurrently at the start of marketing available ARO units: Veterans, Family-Size, and Type A Accessible, if applicable
- If 2021 ARO building, in the first 30 days of marketing available ARO units, all applicants should be asked if they are a Veteran applying for housing
- 2021 ARO buildings can only use a waitlist for Veterans
- NEW – ARO Application Materials will include a new “checkbox” for Veterans status on the ARO Application Checklist submitted to DOH
 - Used to track Veterans applying to ARO units

Implementation – 3 Preference Policies



	Veterans Preference Ordinance	Family-Size Preference Policy	Type A Accessible Preference Policy
Application to ARO residential building	Applies only to 2021 ARO buildings	Applies to both 2015 and 2021 ARO buildings	Applies to both 2015 and 2021 ARO buildings
Percentage of Affordable Units	10% of affordable units	Units of two (2) bedrooms or more to qualifying multi-person households	10% of affordable units
Available for X period following the start of general marketing/upon new vacancy/first-come, first-serve	30 days, when unit is available Market at the same time as all preference policies	6-week period, when unit is available Market at the same time as all preference policies	6-week period, when unit is available Market at the same time as all preference policies
How to apply each policy?	<ul style="list-style-type: none"> • Veterans preference policy should be applied first of all three policies, for 10% of affordable units • First-come, first-serve basis, but you must prioritize policy based on type of unit (2 or more bedrooms) and accessibility (Type A) • If a unit subject to the accessibility preference policy is also a family-sized unit, an applicant household must meet the requirements of both preference policies 		

Resources and Expectations: Veterans Preference Policy



- In January, ARO staff will provide a resource guide to Property Managers of 2021 ARO buildings to reach out to Veterans affiliated organizations to advertise available ARO units for Veterans
- ARO Property Managers must ensure efforts are made to contact Veterans affiliated organizations in the 30-day marketing period
- Veterans will be able to directly contact Property Managers and/or apply for ARO units
- Start building relationships with Veterans affiliated organizations
- Property Managers must reach out to the local Alderperson Office with availability for Veterans

Tenant Screening Criteria and Procedures



2.9 Credit

- DOH prohibits tenant selection procedures that exclude applicants based solely on their credit scores or credit history.
- Applicants with low credit scores or negative credit scores must be individually assessed according to the Credit Review Criteria Form in [Exhibit C](#).

Exhibit C: Credit Review Criteria Form

Prohibited Information

The following information may not be considered in this individualized assessment:

- Housing court history or past or pending landlord-tenant action;
- Debt-to-income ratios;
- Lack of credit or rental history;
- Guarantors or co-signers, with the exception of not-for-profits or government entities acting on behalf of their clients;
- Home visits, photos, or representations of the applicant's living situation; or
- Outreach to current or previous housing providers, neighbors, or others associated with the applicant's living situation, except as specifically authorized by the applicant to obtain a current or previous landlord's written record of applicant's history of rent payment.

Part 1 – Credit Review Criteria

Step 1: Applicant Subsidy

If the applicant is in receipt of rent subsidies that go directly to the housing provider and pay the entire rent, the applicant may not be denied based on credit history.

- YES. Approve Applicant. End Process.
- NO. Proceed to Step 2.

Examples of rent subsidy include, but not limited to:

- Housing Choice Voucher Program (Section 8)
- HUD/VASH
- Public assistance
- Non-profit rental assistance
- Emergency Rental Assistance (ERA)

Step 2: 12-Month On-Time Rental Payment

If the applicant provides evidence of 12 months of consistent, on-time rental payments, the applicant may not be denied based on credit history.


- YES. Approve Applicant. End Process
- NO. Proceed to Step 3

This step may be completed through a third-party landlord verification. If a third-party document cannot be obtained, then alternative sources can be considered. This includes forms of evidence of positive rental payment include, at a minimum, but are not limited to:

- Canceled checks;
- Rent receipts;
- Landlord's written record of rent payment (provided by applicant);
- Records of online rent payment;
- Bank printouts showing direct payment to landlord;
- Money order stubs; or
- Any other form of evidence the applicant can provide, accepted at the discretion of the housing provider.

Step 3: Credit Score

Credit: Exhibit C Overview

 **Prohibited Information** – The following information may not be considered in the individualized assessment of reviewing applicant's credit:

- Housing court history or past or pending landlord-tenant action
- Debt-to-income ratios
- Lack of credit or rental history
- Guarantors or co-signers, with the exception of not-for-profits or government entities acting on behalf of their clients
- Home visits, photos, or representations of the applicant's living situation
- Outreach to current or previous housing providers, neighbors, or others associated with the applicant's living situation, except as specifically authorized by the applicant to obtain a current or previous landlord's written record of applicant's history of rent payment

Credit: Exhibit C Steps



Step 1: Credit Review Criteria

- If the applicant is in receipt of rent subsidies that go directly to the housing provider and pay the entire rent, the applicant may not be denied based on credit history.

Step 2: 12-Month On-Time Rental Payment

- If the applicant provides evidence of 12 months of consistent, on-time rental payments, the applicant may not be denied based on credit history.
 - If yes, approve Applicant.
 - If no, proceed to step 3



Tenant Screening Criteria and Procedures

Step 3: Credit Score

- Applicants may not be excluded based solely on their credit scores or credit history. Housing providers may opt to consider a FICO credit score as one of several factors' indicative of financial stability.
- If you are running a credit check, applicants must be provided a copy of their credit report if it is to be used among the bases for rejection.
- Is it your policy as a housing provider to consider an applicant's numerical credit score as an indicator of financial stability?
 - YES, complete question below.
 - No. Proceed to Step 4 and subsequent sections.
- Is the Applicant's credit score 580 or above, or 500 or above if the Applicant is homeless?
 - YES. Approve Applicant. The applicant's credit score is satisfactory.
 - NO. Proceed to Step 4 and subsequent sections.

Tenant Screening Criteria and Procedures



2.10 Criminal History

- DOH prohibits tenant selection procedures that exclude applicants based on their criminal history.
- The **Cook County Just Housing Amendment (JHA)** prohibits housing discrimination based on criminal history and requires housing providers to perform an individualized assessment of an applicant's criminal conviction history prior to denying an application for housing.
- Applicants with criminal history must be individually assessed per the Criminal History Review Criteria Form in **Exhibit D**

Exhibit D: Criminal History Review Criteria Form

Step 1: Prequalification

During this step, a housing provider may screen an applicant to determine whether the applicant satisfies all the application criteria such as income, rental history, credit score, and pets. A criminal background check cannot be performed during the prequalification stage. When this first step is completed, the housing provider must either 1) pre-qualify the applicant based on all criteria except those related to criminal history; or 2) deny the application based on a failure to satisfy the prequalification criteria.

Step 2: Criminal Background Check

The term "landlord" shall mean the property owner and any agent of such property owner, including but not limited to, any leasing agent or property manager. Only after the landlord prequalifies an applicant may a landlord conduct a criminal background check. Any criminal background check received by the leasing agent must be provided to the tenant applicant within five business days. Step 2 screens ONLY the three-year criminal history of the applicant. A conviction is defined as a judgement of liability entered upon a plea, verdict, or finding of guilt for an offense, rendered by a legally constituted jury, court, or administrative authority of competent jurisdiction. Any convictions older than three years MAY NOT be used to deny a housing application. If a conviction within three years is found, the housing provider must conduct an individualized assessment. Based upon the individualized assessment, the landlord must notify the applicant of an approval or denial.

During this step, you cannot consider:

- Arrest records not leading to conviction;
- Juvenile records;
- Records that have been sealed, expunged, or pardoned;
- Convictions that have been pardoned by the governor;
- Records where applicant participated in a deferral or diversion program; or
- Convictions committed more than 3 years prior to the date of application, except for the offenses described below.

Exceptions to Cook County's Just Housing Amendment

You may deny an applicant for a new lease or lease renewal based on any of the following:

- The applicant or a household member is a current sex offender required to register under the Illinois Sex Offender Registration Act (or a similar law in another jurisdiction).
- The applicant or a household member is a current child sex offender under residency restriction.

Step 3: Approval or Denial and Right to Dispute

If the applicant passes both the prequalification and the criminal background check, the landlord must approve the applicant. If the applicant did not pass the prequalification or the criminal background check, the landlord may deny the applicant. Any criminal background check received by the leasing agent must be provided to the tenant applicant within five business days. All applicants have the right to dispute inaccurate criminal history and to provide evidence of rehabilitation or other related mitigating factors.

Tenant Screening Criteria and Procedures



2.15 Penalties for Non-Compliance

- Failure to comply with any condition of project approval, including this plan, constitutes a violation of the ARO and may subject to the following penalties:

VIOLATION	PENALTY AMOUNT
Failure to pay the ARO in lieu fee or off-site administration fee.	As determined on a case-by-case basis, capped at twice the original in lieu fee per unit amount.
Failure to construct the affordable units.	
Failure to sell the affordable unit in accordance with the ARO.	
Failure to market the affordable units in accordance with the Affirmative Fair Housing Marketing and Tenant Screening Plan Rules.	
Failure to lease the affordable unit in accordance with the ARO.	\$500.00 per unit per day for each day that the developer is in noncompliance with the ARO.

Developing Affirmative Fair Housing Marketing Plan



Reasons for developing a Marketing Plan:

- Increase affordable housing opportunities through promotional materials for income eligible households
- Ensure ARO buildings are following federal, state and local laws related to fair housing
- Provide clarity on ARO screening criteria
- Promote preferential policies
- Understand the ARO application requirements

Exhibit A: Affirmative Fair Housing Marketing Plan

DOH requires residential developments subject to the ARO to implement an Affirmative Fair Housing Marketing Plan. Affirmative marketing activities include, but are not limited to, methods of advertising and community outreach that are designed to reach persons who are least likely to apply for the program. In order to reach persons who are least likely to apply, housing providers are required to conduct marketing in formats that are accessible to persons with disabilities and in languages other than English.

This form should be included as an attachment in the eForm submitted when requesting the marketing intake meeting with DOH.

Marketing Details

Marketing Contact:

Name: _____
Phone Number: _____
Email: _____
Development website: _____

Developer Contact:

Name: _____
Phone Number: _____
Email: _____
Development website: _____

Owner Contact, if different than above:

Name: _____
Phone Number: _____
Email: _____
Development website: _____

Property Manager Contact, if different than above

Name: _____
Phone Number: _____
Email: _____
Development website: _____

Developing Affirmative Fair Housing Marketing Plan



Start marketing and leasing at least 90 days before a new residential building opens and at least 60 days when ARO units become available in an existing building

Process Steps for New Lease Up:

Step 1: Contact ARO to begin developing the Marketing Plan in Exhibit A

Step 2: Submit Marketing Plan to ARO Project Coordinator for review and approval

- If existing ARO building, start marketing after receiving approval and no other steps required

Developing Affirmative Fair Housing Marketing Plan



Continue Process Steps for New Lease Up:

Step 3: After Marketing Plan approved, fill out the [Rental Unit Marketing Form \(RUMF\)](#) for a new lease up and submit to ARO Project Coordinator

- Use the [2024 Table of Income and Rent Limits](#) to determine gross annual income using AMI% and max rent based on utilities paid by the tenant
- ARO uses the RUMF 'public contact for lease up' section to add the building contact information on the [Affordable Rental Housing Resource List](#)

Step 4: ARO Intake Application Training

- After completing the training, property manager starts applications

Step 5: Site Visit – Property Manager must provide a Certificate of Occupancy to ARO, then a site visit needs to occur before ARO tenants move-in

Step 6: Issue ARO Compliance Letter

Monitoring Implementation of Marketing Plans



- After the Marketing Plan is implemented, ARO Project Coordinator follows up with the property manager to request outreach and marketing examples (i.e. screenshots of social media posts or online newspaper Ad)
 - Outreach includes documented efforts to contact local Alderperson and/or Veterans affiliated organizations
- ARO Project Coordinator follows up with the property manager to request an update on the 3 Preferential Policies, if applicable

Reminders for Property Managers



- General questions regarding ARO rules, process or concerns should be directed to ARO@cityofchicago.org
- Property Managers (and staff) should **not** direct tenants or prospective tenants (applicants) to City staff email or phone
 - If they have questions you cannot answer, please collect their information and direct such inquiries to City staff
- City staff will provide you with answers or directly reach out to the tenant/prospective tenant (applicant)

Developing Affirmative Fair Housing Marketing Plan



Advertising Venues and Dates

- For newspaper or publications (includes digital), must use 5 venues and list the 6-week dates
- For citywide paper (includes digital), must use 1 venue for 2 weekends and list those two dates
- For social media, website, and email blast, use at least 3 venues and list the range of dates throughout the marketing period
 - ARO highly encourages the use of property website for advertising
- Contact the Local Alderman

ATTESTATION OF COMPLIANCE WITH MARKETING REQUIREMENTS

I will include information of affordable units, such as unit availability, types, rent, and income limits, if a website is being used to market and lease units in the residential building.

Ads placed weekly in 5 venues over at least a 6-week period

I will select different newspapers or publications and post weekly in the following 5 local venues throughout a 6-week period at least one time each week:

Newspaper or publication to place advertisements	Exact Advertisement Dates

A list of suggested newspapers is available at Chicago.gov/ARO.

Ads placed in one citywide venue

I will post in the following citywide paper for at least 2 weekends on a Saturday or Sunday:

Newspaper or publication	Exact Advertisement Dates

Ads placed on social media

I will announce daily or weekly the affordable housing opportunity in at least three of the following non-print electronic media outlets throughout the marketing period.

Social Media Activity	Exact Advertisement Dates
Facebook, Twitter, etc.	
Online newspaper	
Website	
Email blast	

I will announce the affordable housing opportunity to the local alderperson's office, so that the alderperson may promote the availability of the affordable units to the targeted populations.

Aldersperson's Name	Date Communicated

Supplemental Outreach to Community Based Organizations

ARO Marketing Plan Resources



Community-based Organizations Resource – provided by ARO staff

A	B	C	D	E	F
Legal Organization Name	Executive Director Full Name	Executive Director Phone N	Executive Director Email Address	Program Contact (1) Full Name	Program Contact (1) Phone Num
Bickerdike Redevelopment Corporation	Joy Aruguete	773-278-5669	joyaruguete@bickerdike.org	Dean Rennie	773-278-5669
Center for Changing Lives	Juliana Gonzalez-Crussi	773.342.1751 extension 232	juliana@cclconnect.org	Natalie Zayas	773-342-6210
Chicago Urban League	Karen Freeman Wilson	773.285.5800	kfreemanwilson@chiul.org	Margaret Wooten	773.285.1500
Chinese American Service League	Jered Pruitt	312-328-6606	jered_pruitt@caslservice.org	Weiyang Zhang	(312) 791-0418
Claretian Associates Inc	Angela Hurlock	773-734-9181 ext 2027	Claretian Associates Inc	Adrian Gibbs	773-734-9181 ext. 2022
Council for Jewish Elderly dba CJE SeniorLife	Dan Fagin	773-508-1005	Dan.fagin@cje.net	Tamara Kushnir Groman	773-508-1086
Erie Neighborhood House	Cristina De La Rosa	312-432-2238	cdelarosa@eriehouse.org	Soo-Lyon Yon	312-666-3430
Far South Community Development Corporation	Abraham Lacy	773-830-6652	lacy@farsouthcdc.org	Corneilius Sams	773-830-2158
First Community Land Trust of Chicago	Adrienne Whitney-Boykin	773-342-0036	adrienne@whpdevelopmentcouncil.net	Adrienne Whitney-Boykin	773-342-0036
Garfield Park Community Council	Mike Tomas	773-948-8989	mike@gocommunitycouncil.org	LaShone Kelly	773-948-8989
Great Lakes Credit Union	Steven Bugg	(847) 578-7301	steveb@glcu.org	Jeanette Velazquez	224-252-2616
GREATER AUBURN GRESHAM DEVELOPMENT CORPORATION	Carlos A. Nelson	773-483-3696	cnelson@gagdc.org	Linda C. Johnson	773-483-3696
HANA Center	Inhe Choi	(773) 583-5501 Ext. 101	inhe@hanacenter.org	Young Park	872.302.4878
La Casa Norte	Jose M. Muñoz	773-276-4900 ext. 209	jose@lacasanorte.org	Shannon Jackson	773-276-4900 ext. 245
Latin United Community Housing Association	Lisette Castaneda	773-276-5338 ext.236	lcastaneda@lucha.org	Janece Ortiz	(773) 276-5338
Metropolitan Family Services	Ricardo Estrada	312-986-4120	estradar@metrofamily.org	Jennifer Michel	312-986-4145
Neighborhood Housing Services of Chicago, Inc.	Donna Clarke	773-329-4179	dclarke@nhschicago.org	Karen Wood	773-329-4186
North River Commission	Thomas Applegate	312-860-6121	thomasapplegate@northrivercommission.org	Dalia Aragon	312-860-8543
Northwest Side Community Development Corporation	James Estremera	773-283-3888	jestremera@northwestsidecdc.org	Jason Estremera	773-283-3888
Northwest Side Housing Center	James Rudyk Jr.	773-283-3888	jrudyk@northwestcenterchicago.org	Carmen Landecho	773-283-3888
Oak Park Regional Housing Center	Athens D. Green-Williams	773-914-1534	awilliams@oprhc.org	Deborah Williams	773-908-8039
Polish American Association	Kinga Kosmala	773-427-6304	kinga.kosmala@polish.org	Beata Fejkiel	773-427-6340
Rogers Park Community Council DBA Northside Community Resources	Chris Zala	773-338-7722 Ext 22	chris@northsidecr.org	Gisele Hennings	773-338-7722 ext 26
Spanish Coalition for Housing	Joseph Lopez	(773) 292-5784 Ext. 122	jlopez@sc4housing.org	Laurentino Ramirez (Associate Director c	773-933-7575
St. Leonard's Ministries	Zack Schrantz	312-780-3190	zack.schrantz@slministries.org	Chris Roach (Men's Program)	312873-1985
The Common Pantry	Margaret O'Connor	773-327-0553	director@commonpantry.org	Margaret O'Connor	773-327-0553
The Resurrection Project	Raul I. Raymundo	312-880-1150	rraymundo@resurrectionproject.org	Lizette Carretero, Director of Financial W	312-374-4638
Voice of the People in Uptown, Inc.	Michael C. Rohrbeck	773-769-2442	Michael@UptownVoice.Org	Michael C. Rohrbeck	773-769-2442
YWCA Metropolitan Chicago	Shelley Bromberek-Lambert	630-580-5708	shelley.bromberek-lambert@ywcachicago.org	Alexandria Cummings	773-496-5632
ZAM's Hope Community Resource Center	Zehra Quadri	773-719-9267	zehra_zamshope@yahoo.com	Zehra Quadri	773-719-9267

ARO Marketing Plan Resources



**Media Resource –
provided by ARO
staff**

A Outlet	B Website
Auburn Gresham Portal	http://www.auburngreshamportal.org/index.html
Austin Voice	http://thevoicenewspapers.blogspot.com/
Austin Weekly News	https://www.austinweeklynews.com/
Bisnow	https://www.bisnow.com/chicago
Block Club Chicago	https://blockclubchicago.org/
Chalkbeat	https://chicago.chalkbeat.org/
Chicago Citizen Newspaper Group	https://citizennewspapergroup.com/
Chicago Communicator Newspaper	https://ccnewsmedia.org/
Chicago Crusader	https://chicagocrusader.com/
Chicago Defender	https://chicagodefender.com/
Chicago Korea Times	http://chicagokoreatimes.com/
Chicago Tribune	https://www.chicagotribune.com/
City Bureau	https://www.citybureau.org/
Crain's	https://www.chicagobusiness.com/
El Dia News	https://www.eldianews.net/
Hyde Park Herald	https://www.hpherald.com/
La Raza	https://laraza.com/categoria/chicago/
La Voz del Paseo Boricua	http://lavoiz-prcc.org/
Lawndale News	http://www.lawndalenews.com/
South Side Weekly	https://southsideweekly.com/
Streetsblog Chicago	https://chi.streetsblog.org/
Suntimes	https://chicago.suntimes.com/
Telemundo	https://www.telemundochicago.com/
The Chicago Citizen	https://citizennewspapergroup.com/
The Chicago Crusader	https://chicagocrusader.com/
The Chicago Defender	https://chicagodefender.com/
The Gate News	https://thegatenewspaper.com/
Tribe	https://thetribe.com/
Univision	https://www.univision.com/local/chicago-wgbo
WBEZ	https://www.wbez.org/
Windy City Word	https://www.windycityword.com/
WTTW	https://www.wttw.com/

Developing Affirmative Fair Housing Marketing Plan



Exhibit A: Sample Advertisement Language

Sample Ad Language

Two one-bedroom "below market-rate" rental units available at [Insert address]. \$1,000 a month. Must be income eligible. Households must earn no more than the maximum income levels below:

80% of Area Median Income:

One person - \$52,200; 2 persons - \$59,560; 3 persons - \$67,100; 4 persons - \$74,550

Applications due by 5:00 p.m. on DATE. Please contact the [DEVELOPER] for an application and more information at (312) XXX-XXXX or [EMAIL] or download at [WEBSITE].

Applicants with vouchers or other third-party subsidies are welcome to apply. These units are subject to monitoring, compliance, and other restrictions by the City of Chicago's Department of Housing. For more information visit [www. \[insert ARO website\]](http://www.[insert ARO website])

Sample Ad Language for Accessible Units

Please customize the list of accessible elements listed in the sample ad language below for the published ad to reflect the actual accessible unit features in the ARO project.

Two one-bedroom "below market-rate" rental units adaptable for people with disabilities available at [Insert address]. \$1,000 a month. Must be income eligible. Households must earn no more than the maximum income levels below:

80% of Area Median Income:

Your Proposed Ad Language Here:

The City helps to build, rehabilitate and preserve rental housing to ensure that it is affordable for residents throughout Chicago. You may qualify for select units at Solverre based on your household size and annual income as listed in the chart below, as well as income meeting a 40% rent-to-income ratio requirement. Please contact the leasing office if you have any questions regarding the application process. See requirements below. Additional fees may apply.

Household Size 60% Area Median Income Limit

1 person = \$46,380

2 persons = \$52,980

3 persons = \$59,580

4 persons = \$66,180

5 persons = \$71,520

6 persons = \$76,800

Accessible dwellings "below market rate" rental units (if available) are currently only available to applicants with disabilities that require accessibility features. *

Two bedroom (2BD) "below market rate" rental units (if available) are currently only available to qualified multi-person households.

Developing Affirmative Fair Housing Marketing Plan



Exhibit A: Sample Advertisement Language

One person - \$52,200; 2 persons - \$59,560; 3 persons - \$67,100; 4 persons - \$74,550

Applications due by 5:00 p.m. on DATE. Please contact the [DEVELOPER] for an application and more information at (612) XXX-XXXX or [EMAIL] or download at [WEBSITE].

The building and units include the following accessible elements:

- Accessible indoor [outdoor] parking space
- Accessible mailboxes and mail package room
- Accessible main building entrance
- Elevator(s) serving all building floors
- Accessible unit primary door and interior doors
- Accessible route through the unit
- Adaptable bathroom with tub
- [Adaptable bathroom with accessible shower]
- Adaptable bathroom sink with removable cabinet
- Kitchen with accessible wall cabinets, work counter, accessible sink and appliances
- All electrical outlets and switches, and the thermostat at accessible reach range.

Applicants with vouchers or other third-party subsidies are welcome to apply. These units are subject to monitoring, compliance, and other restrictions by the City of Chicago's Department of Housing. For more information visit [www. \[insert ARO website\]](#)

I will use the following ad language when marketing and advertising affordable units.

Your Proposed Ad Language Here:

Developing Affirmative Fair Housing Marketing Plan



All Advertising must use the Equal Housing Opportunity Symbol

All newspaper ads and postings must state: maximum incomes by household size; renter qualifications; rental team contact information as the primary contact; and identify DOH as the Long Term Monitor and Compliance Division of the ARO Program. All postings must display the following "Equal Housing Opportunity" symbol on all marketing materials, advertisements, and notices at the rental office:





Marketing Plan Record Keeping Standards

Record Keeping Standards

I hereby indicate by my signature below that I will document all Affirmative Fair Housing Marketing efforts and make them available to DOH upon request. These efforts will include the following actions.

- Record dates and retain documentation of affirmative marketing of affordable unit(s);
- Record dates and retain documentation of outreach for accessible units;
- Record dates and retain documentation of listings in at least 5 different venues a throughout a 6-week period;
- Record dates and retain documentation of listings in at least one citywide venue over at least 2 weekends on a Saturday or Sunday;
- Record dates and retain documentation of listings on social media throughout the marketing period.

Acknowledgements

I will inform DOH Long Term Monitoring and Compliance Division if the marketing contact changes.

I will immediately notify DOH Long Term Monitoring and Compliance Division when an affordable unit becomes vacant.



How to Market Preferential Policies

- Utilize specific language to comply with preferential policies
 - Invite Veterans, multi-family households, and people with disabilities to apply for ARO units
- Since it is new to advertise affordable housing for Veterans in 2021 ARO residential buildings, think of phrases to use:
 - We Honor Our Veterans – Offering 1-Bedroom Apartment
 - Affordable Housing Opportunity for Low to Moderate Income Military Veterans
 - Apartments for Veterans Available Now
 - Renting to Our Nation’s Heroes – inquire to learn about affordable housing for Veterans

Newspaper Advertising Examples



Market Rate & ARO* Apartments

* ARO Rents: \$981-\$1,265 per mo., depending on unit type and utilities. Must be income eligible per annual gross income. All ARO apartments are accessible.

Schedule Your Tour Today



Available Now!

Managed and Leased by 33 Realty

The Field's Lofts

773.269.6066

4000 W. Diversey Ave., Chicago, IL 60639

PREVIEW FOR AD NUMBER W00206921

Market Rate & ARO* Apartments

Managed and Leased by 33 Realty

The Field's Lofts

773.269.6066

4000 W. Diversey Ave., Chicago, IL 60639

In partnership with the City of Chicago, Imprint Lofts is offering (7) below-market affordable STUDIO rental units available at 739 S Clark Street - in accordance with the Affordable Requirements Ordinance (ARO). You may qualify for one of these STUDIOS based on your annual income and size as listed on the City of Chicago's website. To qualify for any of these (7) STUDIOS, you may have no more than (2) residents occupying the apartment.

All (7) of these affordable STUDIOS are ADA adaptable and are currently available to applicants with disabilities that require accessibility features.

The STUDIOS and Imprint Lofts in general include the following accessible elements:

- Accessible mailboxes and mail package room
- Accessible main building entrance
- Elevator(s) serving all building floors
- Accessible unit primary door and interior doors
- Accessible route through the unit
- Adaptable bathroom with shower
- Electrical outlets and switches and the thermostat at accessible reach
- Accessible residential interior and exterior amenity spaces
- Accessible parking garage

Between \$731 - \$1516 per month based on the specific STUDIO.

All applicants must be income eligible. The (7) STUDIOS range between 40% AMI and 80% AMI. Household Size Income Limits:

(1) Occupant: 40%- \$31,400 | 50%- \$39,250 | 60%- \$47,100 | 70%- \$54,950 | 80%- \$62,800

(2) Occupants: 40%- \$35,880 | 50%- \$44,850 | 60%- \$53,820 | 70%- \$62,790 | 80%- \$71,800

Touring will begin 11/4/24. Please email imprint@greystar.com or call (312) 847-7179 to schedule your tour.

These STUDIOS are subject to monitoring, compliance, and other restrictions by the Department of Housing and are available on a first come, first served basis. For more information visit chicago.gov/ARO

For more information, please visit www.imprintapts.com.

Applicants with vouchers or other third-party subsidies are welcome to apply.



Newspaper Advertising Examples



AFFORDABLE STUDIOS AVAILABLE AT IMPRINT LOFTS

(7) below-market affordable STUDIO rental units available at 739 S Clark Street! Between \$731 - \$1516 per month based on the specific STUDIO. 40%-80% AMI! 2 occupants MAX! Please email imprint@greystar.com to schedule your tour. These STUDIOS are subject to monitoring, compliance, and other restrictions by the Department of Housing and are available on a first come, first served basis <https://imprintapts.com/housing-program/>



(7) below-market affordable STUDIO rental units available at 739 S Clark Street. To qualify, no more than (2) residents may occupy the apartment. All (7) of these affordable STUDIOS are ADA adaptable and are currently available to applicants with disabilities that require accessibility features. Between \$731 - \$1516 per month based on the specific STUDIO. All applicants must be income eligible (between 40% and 80% AMI). Touring will begin 11/4/24. Email imprint@greystar.com for more info.

AFFORDABLE STUDIOS AVAILABLE AT IMPRINT LOFTS



Phone
(312) 847 - 7179

Website
www.imprintapts.com

Address
739 S Clark St


Bathrooms
1

In partnership with the City of Chicago, Imprint Lofts is offering (7) below-market affordable STUDIO rental units available at 739 S Clark Street - in accordance with the Affordable Requirements Ordinance (ARO). You may qualify for one of these STUDIOS based on your annual income and size as listed on the City of Chicago's website. To qualify for any of these (7) STUDIOS, you may have no more than (2) residents occupying the apartment. All (7) of these affordable STUDIOS are ADA adaptable and are currently available to applicants with disabilities that require accessibility features. The STUDIOS and Imprint Lofts in general include the following accessible elements:-Accessible mailboxes and mail package room-Accessible main building entrance-Elevator(s) serving all building floors-Accessible unit primary door and interior doors-Accessible route through the unit-Adaptable bathroom with shower-Electrical outlets and switches and the thermostat at accessible reach-Accessible residential interior and exterior amenity spaces-Accessible parking garage Between \$731 - \$1516 per month based on the specific STUDIO. All applicants must be income eligible. The (7) STUDIOS range between 40% AMI and 80% AMI. Household Size Income Limits: (1) Occupant: 40%- \$31,400 | 50%- \$39,250 | 60%- \$47,100 | 70%- \$54,950 | 80%- \$62,800 (2) Occupants: 40%- \$35,880 | 50%- \$44,850 | 60%- \$53,820 | 70%- \$62,790 | 80%- \$71,800 Touring will begin 11/4/24. Please email imprint@greystar.com or call (312) 847-7179 to schedule your tour. These STUDIOS are subject to monitoring, compliance, and other restrictions by the Department of Housing and are available on a first come, first served basis. For more information visit chicago.gov/ARO For more information, please visit www.imprintapts.com. Applicants with vouchers or other third-party subsidies are welcome to apply.



Online Advertising Examples





Residential Rental
 Status: **NEW**
 Area: **8007**
 Address: **2032 N Clybourn Ave Unit 111, Chicago, IL 60614**
 Directions: **Located on North Clybourn between Magnolia and Southport**
 Sold by:
 Rented:
 Off Mkt:
 Year Built: **UNK**
 Dimensions: **COMMON**
 Subdivision:
 Corp Limits: **Chicago**
 Coordinates: **N:2032**
 Rooms: **5**
 Bedrooms: **2**
 Basement: **None**
 Total Units:
 Unit Floor Lvl: **1**
 # Stories: **5**
 Avail Furnished?:
 Mobility Score: - **?**

MLS #: **12191259**
 List Date: **10/15/2024**
 List Dt Rec: **10/17/2024**
 Rent Price: **\$1,669**
 Orig Rent Price: **\$1,669**
 Rented Price:
 Mkt. Time (Lst./Tot.): **3/3**
 Contingency:
 Curr. Leased:
 Lease Expires:
 County: **Cook**
 # Fireplaces:
 Parking: **Exterior**
 Space(s):
 # Spaces: **Ext:1**
 Parking Incl: **N**
 In Price:
 Waterfront: **No**
 Appx SF: **1010**
 SF Source: **Other**
 Bldg. Assess. SF:
 Short Term Lease?:
 Short Term Rate:
 Security Deposit:

Financing:
 Built DA 78: **Yes**
 Model:
 Township: **North Chicago**
 Bathrooms **2/0**
 (Full/Half):
 Master Bath: **Full**
 Brit Bath: **No**
 Board Approval:
 # Days for
 Bd Apprvl:
 Furnished Rate:

Remarks: - In partnership with the City of Chicago, The Ludlow is offering a below market rate affordable 2-bedroom unit in accordance with the Affordable Requirements Ordinance (ARO). You may qualify for one of these select units based on your household annual income and size as listed on the City of Chicago's website. To qualify for this specific unit, you must have 2-4 residents living within the unit. **photos of model 1 bedroom unit, actual floorplans differ but finish packages are uniform throughout building** A portion of accessible dwellings "below market rate" rental units are currently available to applicants with disabilities that require accessibility features. Two-bedroom ARO units must be occupied by two to four residents and three-bedroom ARO units must be occupied by three to six residents. All of these select units are accessible units. The building and units include the following accessible elements: Accessible outdoor parking spaces Accessible mailboxes and mail package room Accessible main building entrance Elevator(s) serving all building floors Accessible unit primary door and interior doors Accessible route through the unit Adaptable bathroom with tub Adaptable bathrooms with accessible shower in select units Adaptable bathroom sink with removable cabinet Kitchen with accessible wall cabinets, work counter, accessible sink, and appliances All electrical outlets and switches, and the thermostat at accessible reach range The income limits per household are as follows based on the percent area median income for each unit: Income Limits as of April 1, 2024: 1 Persons: 40% AMI: \$31,400 50% AMI: \$39,250 60% AMI: \$47,100 70% AMI: \$54,950 80% AMI: \$62,800 2 Persons: 40% AMI: \$35,880 50% AMI: \$44,850 60% AMI: \$53,820 70% AMI: \$62,790 80% AMI: \$71,800 3 Persons: 40% AMI: \$40,360 50% AMI: \$50,450 60% AMI: \$60,540 70% AMI: \$70,630 80% AMI: \$80,750 4 Persons: 40% AMI: \$44,840 50% AMI: \$56,050 60% AMI: \$67,260 70% AMI: \$78,470 80% AMI: \$89,700 The units are in a gut-renovated building and feature in-unit washer/dryer, and central air and heat. The building's amenities include: 24-hour fitness center Yoga studio Coworking space Communal lounge Outdoor grilling station Dog run and dog wash Applicants with vouchers or other third-party subsidies are welcome to apply. These units are subject to monitoring, compliance, and other restrictions by the City of Chicago's Department of Housing.

School Data
 Elementary: (299)
 Junior High: (299)
 High School: (299)

Pet Information
 Pets Allowed: Cats OK, Dogs OK
 Max Pet Weight: 60

Online Advertising Examples



All applicants must be income eligible. The (7) STUDIOS range between 40% AMI and 80% AMI. Household Size Income Limits:

(1) Occupant: 40%- \$31,400 | 50%- \$39,250 | 60%- \$47,100 | 70%- \$54,950 | 80%- \$62,800

(2) Occupants: 40%- \$35,880 | 50%- \$44,850 | 60%- \$53,820 | 70%- \$62,790 | 80%- \$71,800

Prospects with vouchers or other third-party subsidies are welcome to apply. These STUDIOS are subject to monitoring, compliance, and other restrictions by the Department of Housing and are available on a first come, first served basis. For more information visit chicago.gov/ARO.

Touring has now begun. For more information, please visit www.imprintapts.com/housing-program/

post id: 7800318278

posted: [about a month ago](#)

updated: [a day ago](#)

▼ best of ⁽⁷⁾

[reply](#)

Posted [about a month ago](#)

\$1,102 BELOW-MARKET STUDIOS AVAILABLE AT IMPRINT LOFTS (Printer's Row)
S Clark St, Chicago, IL 60605



S Clark St near Polk

[google map](#)

0BR / 1Ba **available now**

rent period: [monthly](#)

[cats are OK - purrr apartment](#)

[dogs are OK - woof w/d in unit](#)

[attached garage](#)

[no smoking](#)

[wheelchair accessible](#)

[air conditioning](#)



In partnership with the City of Chicago, Imprint Lofts is offering (7) below-market affordable STUDIO rental units available at 739 S Clark Street - in accordance with the Affordable Requirements Ordinance (ARO).

You may qualify for one of these STUDIOS based on your annual income and size as listed on the City of Chicago's website. To qualify for any of these (7) STUDIOS, you may have no more than (2) residents occupying the apartment.

All (7) of these affordable STUDIOS are ADA adaptable and are currently available to applicants with disabilities that require accessibility features.

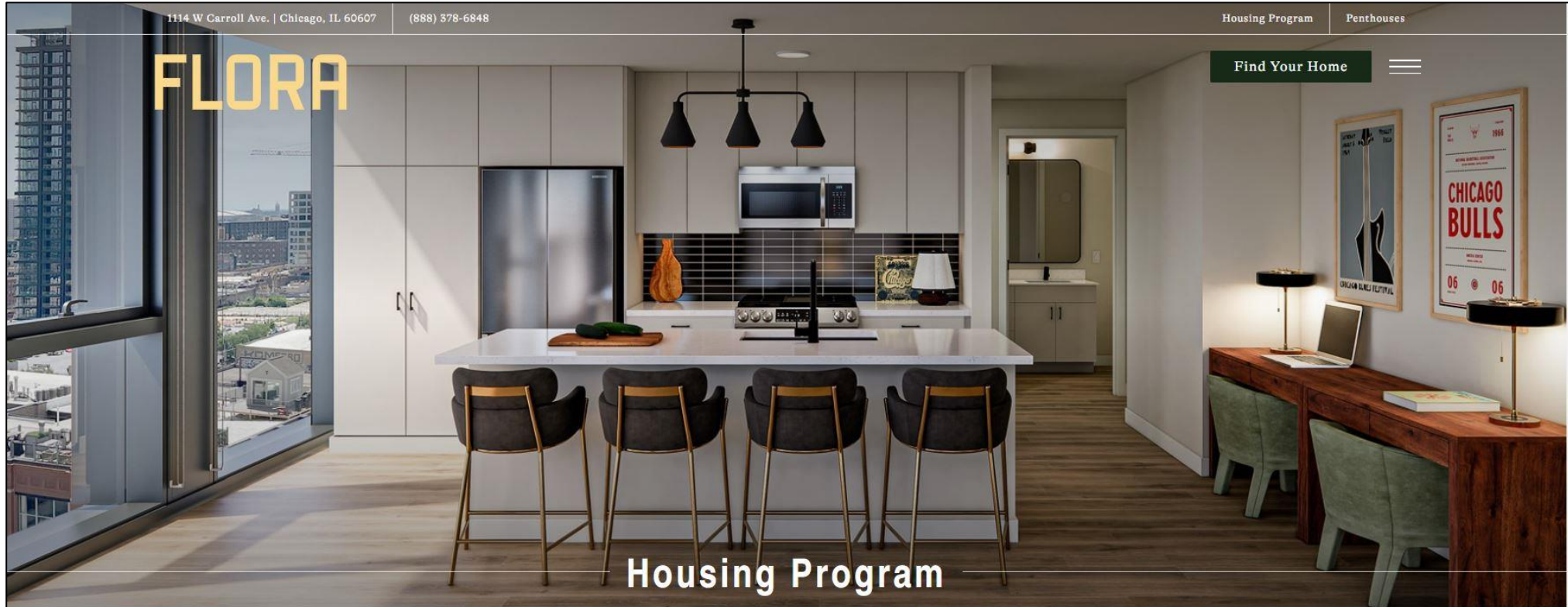
The STUDIOS and Imprint Lofts in general include the following accessible elements:

- Accessible mailboxes and mail package room
- Accessible main building entrance
- Elevator(s) serving all building floors
- Accessible unit primary door and interior doors
- Accessible route through the unit
- Adaptable bathroom with shower
- Electrical outlets and switches and the thermostat at accessible reach
- Accessible residential interior and exterior amenity spaces
- Accessible parking garage

Between \$731 - \$1516 per month based on the specific STUDIO, plus \$130 per month for utility package (electricity not included in the utility fee and residents are required to set up their own ComEd accounts).

All applicants must be income eligible. The (7) STUDIOS range between 40% AMI and 80%

Property Website Advertising Examples



In partnership with the City of Chicago, Flora offers select units in accordance with the Affordable Requirements Ordinance (ARO). Based on your household size and annual income, you may qualify. If you have any questions, please email us by filling out a contact form. Other additional fees may apply. All units are on a first come, first served basis. All sources of income and applicants with vouchers or other third-party subsidies are welcome to apply. These units are subject to monitoring, compliance, and other restrictions by the City of Chicago's Department of Housing. For more information [click here](#).

For availability or information on joining the waitlist, please contact the leasing office at 888.378.6848.

Property Website Advertising Examples



FLORA

AMENITIES FLOORPLANS NEIGHBORHOOD GALLERY RESIDENTS CONTACT PENTHOUSES VIRTUAL TOURS HOUSING PROGRAM [Find Your Home](#)

Housing Program

In partnership with the City of Chicago, Flora offers select units in accordance with the Affordable Requirements Ordinance (ARO). Based on your household size and annual income, you may qualify. If you have any questions, please email us by filling out a contact form. Other additional fees may apply. All units are on a first come, first served basis. All sources of income and applicants with vouchers or other third-party subsidies are welcome to apply. These units are subject to monitoring, compliance, and other restrictions by the City of Chicago's Department of Housing. For more information [click here](#).

For availability or information on joining the waitlist, please contact the leasing office at 888.578.6848.

Household Size	Income Limits				
	40%	50%	60%	70%	80%
1	\$31,400	\$39,250	\$47,100	\$54,950	\$62,800
2	\$35,880	\$44,850	\$53,820	\$62,790	\$71,800
3	\$40,360	\$50,450	\$60,540	\$70,630	\$80,750
4	\$44,840	\$56,050	\$67,260	\$78,470	\$89,700
5	\$48,440	\$60,550	\$72,660	\$84,770	\$96,900
6	\$52,040	\$65,050	\$78,060	\$91,040	\$104,100
7	\$55,640	\$69,550	\$83,460	\$97,370	\$111,250


Property Website Advertising Examples



2042irvingpark.com/aro-units

2042
IRVING PARK

Floor Plans ARO Units Amenities Neighborhood Gallery Contact Us



ARO Unit Guidelines

ARO Apartments Available

"below market-rate" rental units available at 2042 W Irving Park, Chicago, IL 60618.

Must be income eligible. Households must earn no more than the maximum income levels below: 60% of Area Median Income:

- 1 person - \$47,100
- 2 persons - \$53,820
- 3 persons - \$60,584
- 4 persons - \$67,260

Rent for the **studio is \$1,128**, and rent for a **two-bedroom is \$1,438**. A portion of these units will be prioritized for individuals who qualify with a disability.

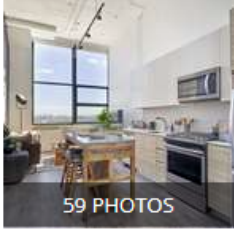
Additionally, the two-bedroom units will be available to qualifying multi-person households for the first six weeks on a first-come, first-served basis before being offered to any qualified household.

Applicants with vouchers or other third-party subsidies are welcome to apply. These units are subject to monitoring, compliance, and other restrictions by the City of Chicago's Department of Housing."

Please contact Reed Meyer for an application and more information at
(773) 232-3469
reed@base3co.com
<https://www.2042irvingpark.com/>

Property Website Advertising Examples







59 PHOTOS

\$1,017 STUDIO | **561 SF**
Income Based ARO Unit - Studio (60% AMI)

Available December 6th
Cats ok, Dogs ok
Apartment

[SCHEDULE A SHOWING](#)

4000 W Diversey - 329
Chicago, IL 60639 


[LESS DETAILS](#)

INCOME BASED UNIT - 60% AMI ARO studio unit available 12/6/2024.

60% AMI Units - Gross yearly income cannot exceed \$47,100 for 1 person, \$53,820 for 2 people combined. Monthly gross income must pass a rent-to-income ratio of 39% or lower (at least \$2,735/month, but no more than \$3,935/month for 1 person and \$4,485 for 2 people). Please note that overtime, tips, and other assets will be assessed and counted toward your annual income, per the city. Offer Letters will not be accepted unless at least 1 paystub has been issued from the employer.

All applicants must fill out a General Application to be approved by 33 Realty. Applicants must meet the income, credit, and background checks for approval. Upon approval, applicants will seek approval from the city. Rental Application - 33 Management (appfolio.com)

Applicants with vouchers or other third-party subsidies are welcome to apply. These units are subject to monitoring, compliance, and other restrictions by the City of Chicago's Department of Housing. Applicant must submit proof of income, tax documents, and verification of employment. Applications are on a first come, first serve basis.

Introducing The Field's Lofts, brand new high-rise in the heart of Logan Square! Enjoy an on-site state-of-the-art fitness center, a rooftop terrace equipped with grills and lounge chairs, and dog-friendly amenities. Efficient studio and 1-bed floorplan options cater to flexible urban lifestyles. Units feature stainless steel appliances, in-unit laundry, and quartz countertops.

Property Website Advertising Examples



peakproperties-biz.rcmvctest.com/apartments/il/chicago/anixter-building/floorplans/studio---1-bathroom

THE LUDLOW FLOOR PLANS LIVE GALLERY INQ

Studio - 1 Bathroom

Studio | 1 Bathroom [Floor Plan](#)

Apartment	Rent	Action
#124 2032 N Clybourn Ave. Unit 124 Chicago IL 60614	\$1,682	Apply
#125 2032 N Clybourn Ave. Unit 125 Chicago IL 60614	\$1,682	Apply
#127 2032 N Clybourn Ave. Unit 127 Chicago IL 60614	\$1,682	Apply
#129 2032 N Clybourn Ave. Unit 129 Chicago IL 60614	\$1,682	Apply
#131 2032 N Clybourn Ave. Unit 131 Chicago IL 60614	\$1,682 - \$1,850	Apply
#226 2032 N Clybourn Ave. Unit 226 Chicago IL 60614	\$1,705	Apply
#228	\$1,705	Apply

Property Website Advertising Examples



ARO Floorplans at Arthur on Aberdeen


Flexibility, comfort, style.


Arthur offers affordable units for residents throughout Chicago. You may qualify for select units based on your household size and annual income as listed in the chart below.


The City helps to build, rehabilitate, and preserve rental housing to ensure that it is affordable for residents throughout Chicago. You may qualify for select units based on your household size and annual income; see the available units and our requirements. Please contact the leasing office if you have any questions regarding the application process.

Household Size	Area Median Income Limits 60%
1	\$45,380.00
2	\$52,960.00
3	\$59,580.00
4	\$66,180.00
5	\$71,520.00
6	\$76,800.00


Bedrooms ▾ Baths ▾ Square Feet ▾


AI-ARO
1 Bed | 1 Bath | 683 sq. ft.
Starting at \$1,169
[Availability →](#) [Inquire →](#)


AI3-ARO
1 Bed/Den | 1 Bath | 764 sq. ft.
Starting at \$1,169
[Availability →](#) [Inquire →](#)


A3-ARO
1 Bed | 1 Bath | 696 sq. ft.
Starting at \$1,169
[Availability →](#) [Inquire →](#)

Social Media Advertising Examples



liveludlowlofts · Follow

liveludlowlofts In partnership with the City of Chicago, The Ludlow (2032 N Clybourn) is offering a below market rate affordable 2-bedroom unit in accordance with the Affordable Requirements Ordinance (ARO). You may qualify for one of these select units based on your household annual income and size as listed on the City of Chicago's website. To qualify for this specific unit, you must have 2-4 residents living within the unit.

Other restrictions may apply:
Accessible dwellings "below market rate" rental units are currently only available to applicants with disabilities that require accessibility features.
Two-bedroom ARO units must be occupied by two to four residents and three-bedroom ARO units must be occupied by three to six residents.

All of these select units are accessible units. The building and units include the following accessible elements:

- Accessible outdoor parking spaces
- Accessible mailboxes and mail package room
- Accessible main building entrance
- Elevator(s) serving all building floors
- Accessible unit primary door and interior doors
- Accessible route through the unit
- Adaptable bathroom with tub
- Adaptable bathroom with accessible shower in select units
- Adaptable bathroom sink with removable cabinet
- Kitchen with accessible wall cabinets, work counter, accessible sink, and appliances
- All electrical outlets and switches, and the thermostat at accessible reach range

The income limits per household are as follows based on the percent area median income for each unit are posted in the pictures

16h


1 like
16 hours ago

Add a comment... Post

Social Media Advertising Examples



Imprint Apartments's Post

 Imprint Apartments is at Imprint Apartments.
November 5 · Chicago · 🌐

In partnership with the City of Chicago, Imprint Lofts is offering (7) below-market affordable STUDIO rental units available at 739 S Clark Street - in accordance with the Affordable Requirements Ordinance (ARO). You may qualify for one of these STUDIOS based on your annual income and size as listed on the City of Chicago's website. To qualify for any of these (7) STUDIOS, you may have no more than (2) residents occupying the apartment.

All (7) of these affordable STUDIOS are ADA adaptable and are currently available to applicants with disabilities that require accessibility features. The STUDIOS and Imprint Lofts in general include the following accessible elements:

- Accessible mailboxes and mail package room
- Accessible main building entrance
- Elevator(s) serving all building floors
- Accessible unit primary door and interior doors
- Accessible route through the unit
- Adaptable bathroom with shower
- Electrical outlets and switches and the thermostat at accessible reach
- Accessible residential interior and exterior amenity spaces
- Accessible parking garage


Between \$731 - \$1516 per month based on the specific STUDIO.

All applicants must be income eligible. The (7) STUDIOS range between 40% AMI and 80% AMI. Household Size Income Limits:


(1) Occupant: 40%- \$31,400 | 50%- \$39,250 | 60%- \$47,100 | 70%- \$54,950 | 80%- \$62,800
(2) Occupants: 40%- \$35,880 | 50%- \$44,850 | 60%- \$53,820 | 70%- \$62,790 | 80%- \$71,800

Prospects with vouchers or other third-party subsidies are welcome to apply. These STUDIOS are subject to monitoring, compliance, and other restrictions by the Department of Housing and are available on a first come, first served basis. For more information visit chicago.gov/ARO.

Touring has now begun. Please email imprint@greystar.com or call (312) 847-7179 to schedule your tour. For more information, please visit www.imprintapts.com.




Write a comment...



Social Media Advertising Examples



Instagram Log In Sign Up




imprintaps • [Follow](#)
Imprint Apartments

imprintaps In partnership with the City of Chicago, Imprint Lofts is offering (7) below-market affordable STUDIO rental units available at 739 S Clark Street - in accordance with the Affordable Requirements Ordinance (ARO). You may qualify for one of these STUDIOS based on your annual income and size as listed on the City of Chicago's website. To qualify for any of these (7) STUDIOS, you may have no more than (2) residents occupying the apartment

5 likes
November 5

Log in to like or comment.

Social Media Advertising Examples



Rented
2 Beds 2 Baths - Apartment
\$1,438 / Month
Rentals


2042 W Irving Park Rd, Chicago, IL
808 square feet
Dog and cat friendly
Listed over a week ago · Available now

Save Share

Unit Details


- Apartment
- 2 beds · 2 baths
- 808 square feet
- Central AC
- Central heating
- In-unit laundry
- Garage parking
- Unfurnished

Rental Location




Social Media Advertising Examples



 **Alderman Matt Martin - 47th Ward** · 8h · 🌐


A 3 bedroom ARO affordable home is available for rent at 2247 W Lawrence. The unit will rent for \$1,662.00 a month and applican... See more



44 👍 7 comments 3 shares

👍 Like 💬 Comment 📧 Send ➦ Share

6:14 🗨️ 📶 36%

 **Alderman Matt Martin - 47...** · 8h · 🌐

A 3 bedroom ARO affordable home is available for rent at 2247 W Lawrence. The unit will rent for \$1,662.00 a month and applicants must be income eligible by earning 60% of the Area Median Income or less.

Households must earn no more than the maximum income levels below:

- One person - \$47,100;
- 2 persons - \$53,820;
- 3 persons - \$60,540;
- 4 persons - \$67,260

The building has an elevator, Communal rooftop space, parking for \$200/month, subject to availability, is pet friendly, and the unit contains an in-unit washer/dryer, and full kitchen.

Please contact Autumn for an application and more information at autumn@apartmentsourcechicago.com

Applicants with vouchers or other third-party subsidies are welcome to apply. These units are subject to monitoring, compliance, and other restrictions by the City of Chicago's Department of Housing. For more information visit <https://chicago.gov/ARO>



Next Steps for ARO Property Managers

- Following this Q4 training, Property Managers for existing ARO buildings must connect with an ARO Project Coordinator to develop your Marketing Plan (if not yet completed)
 - The ARO Project Coordinator wants to learn before the end of December 2024 how many more ARO existing buildings have not developed a Marketing Plan
- The Marketing Plan is only developed once for any new ARO building opening in the lease up phase or when existing ARO buildings have available units
 - Use the Marketing Plan and Resources as your guide to marketing every time an ARO unit becomes available
- Starting January 1, 2025, must apply the Veterans Preference for 10% of the total affordable units available for rent in all your marketing materials only for 2021 ARO residential buildings
- Answer the new checkbox for Veterans status in the ARO Application Checklist when submitting applications to DOH

Questions and Answers





Thank you!

[Chicago.gov/ARO](https://www.chicago.gov/ARO)

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